“In my opinion, Expert Opinion is the most relevant journal series in the area of pharmacology. Expert Opinion is a credible, topical and scholarly resource that I have come to rely on in my role as a leader of international pharmacological studies. It is apparent that the peer review process is thorough and critical, and the editorial process is unparalleled in terms of author support.”

Dr Roger McIntyre
University of Toronto
Editor-in-Chief
Expert Opinion on Drug Safety
Introduction to the *Expert Opinion* series

Expert Opinion is a review series of 11 journals providing overviews and analysis at every stage of the R&D pipeline.

In pharmaceutical development today we have a deluge of data and analytical power at our fingertips. In this environment, the most important question is often 'what does this mean?'. The *Expert Opinion* series brings you articles that do just that – provide meaning, context, trends and insights from thought leaders.

For every stage of drug discovery and development, there is a relevant *Expert Opinion* title. Read by nearly 250,000 pharmaceutical scientists, researchers and healthcare professionals every month, *Expert Opinion* is the only review series in the market to provide complete coverage of the entire R&D pipeline. *Expert Opinion* publishes both unsolicited and commissioned articles.

**REVIEWS**
Commissioned reviews of therapy areas, novel patents, diagnostics, molecular targets, delivery techniques, safety issues and drug metabolism and toxicology. Each review published in *Expert Opinion* concludes not with the “Conclusion”, but with an “Expert Opinion”. This is where our authors, all internationally recognised experts in their field and key opinion leaders (KOLs) within the industry, give their own personal view. They put their knowledge, expertise and experience to the test, stating where the research is now, where it should go next, and how it should get there.

**EVALUATION PAPERS**
Commissioned evaluations of specific therapeutic agents, clinical trials, patents, technologies and key papers. Written by KOLs and thoroughly peer reviewed.

**ORIGINAL RESEARCH**
All 11 journals welcome original research submissions alongside our *Expert Opinion* reviews.

**FURTHER INFORMATION**
This brochure also contains important statistics on each of the *Expert Opinion* titles and *Expert Opinion*’s stance on publication ethics. You can learn more about *Expert Opinion* at www.expertopin.com.

**READERSHIP GROWTH**

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Average geographical distribution:
40% North America / 40% Europe / 20% ROW

* 2011 Journal Citation Reports® (Thomson Reuters, 2011)
“I personally am a great fan of the ‘Expert Opinion’ section. This section allows a much more direct and personal communication of the authors opinion, and you get a much more sincere understanding of the authors standpoints.”

Editorial Board Member
Roskilde University
Reviews

The *Expert Opinion* series publishes reviews on all therapy areas that ends not with the “Conclusion”, but with an “Expert Opinion”. This is where our authors, all internationally recognised experts in their field and key opinion leaders within the industry, give their own personal view. They put their knowledge, expertise and experience to the test, stating where the research is now, where it should go next, and how it should get there.

**Expert Opinion on Therapeutic Patents** publishes reviews covering recent patent claims on compounds or applications with therapeutic potential.

**Expert Opinion on Drug Discovery** publishes reviews covering chemoinformatics; bioinformatics; assay development; novel screening technologies; *in vitro*/*in vivo* models; structure-based drug design and systems biology.

**Expert Opinion on Medical Diagnostics** publishes reviews covering diagnostic and prognostic tools for a specific disease, including biomarkers for disease prediction; companion diagnostics and imaging techniques relating to diagnostics.

**Expert Opinion on Therapeutic Targets** publishes reviews covering novel disease targets at the molecular level and their implications for future drug development.

**Expert Opinion on Investigational Drugs** publishes reviews covering preclinical through to Phase II data on drugs or drug classes for specific indications, and their potential impact on future treatment strategies.

**Expert Opinion on Biological Therapy** publishes reviews covering gene therapy and gene transfer technologies; therapeutic peptides and proteins; vaccines and antibodies; cell-based therapies, stem cell therapies and regenerative medicine; and tissue-based therapies.

**Expert Opinion on Drug Delivery** publishes reviews covering delivery technologies, vehicles and devices; nanotechnology; novel formulations; the delivery of specific drugs and therapeutic classes; gene/vaccine delivery strategies and modes of entry into the body.

**Expert Opinion on Drug Metabolism and Toxicology** publishes reviews covering metabolic, pharmacokinetic and toxicological issues relating to specific drugs, drug-drug interactions, drug classes or their use in specific populations; issues relating to enzymes involved in the metabolism, disposition and excretion of drugs; techniques involved in the study of drug metabolism and toxicology; and novel technologies for obtaining ADME-Tox data.

**Expert Opinion on Emerging Drugs** publishes structured reviews on Phase II and Phase III drugs/drug classes emerging onto the market across all therapy areas, looking at their potential impact on the current management of specific diseases. Articles take the form of analytical reports and provide a view of the competitive landscape.

**Expert Opinion on Pharmacotherapy** publishes reviews of newly approved and near-to-launch drugs. Articles provide an overview of disease states and current therapeutic management, with a focus on pharmacological treatment.

**Expert Opinion on Drug Safety** publishes reviews covering occurrence, management and prevention of drug-associated adverse events; risk-benefit analyses of individual drugs and drug classes; safety in ‘at-risk’ patient populations; comparative tolerability studies; pharmacovigilance and pharmacoepidemiological studies.
Olopatadine nasal spray for the treatment of seasonal allergic rhinitis in patients aged 6 years and older

Reader
University of Maryland

"... is the most comprehensive review I have seen to date regarding the published data for this drug. The author should be congratulated on the effort, the manner in which it was presented and the expectation that this will become a valuable resource for the clinician."

Focus on specific therapeutic agents in clinical development, emerging onto the market and in established clinical practice

Explores implications for future studies and potential impact for medical professionals

Easily readable and brief format shaped around physician needs

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Fully measurable 24/7 access to Evaluations. Access up-to-date statistics on article downloads.
Evaluation articles

Drug Evaluations, Treatment Evaluations, Clinical Trial Evaluations, Key Paper Evaluations, Technology Evaluations, Patent Evaluations

**DRUG EVALUATIONS**
Drug Evaluations are a key feature of the Expert Opinion series. Expert Opinion Drug Evaluations are 3,000-word articles presenting an overview of the clinical experience with, and efficacy of, a specific compound incorporating basic information on disease incidence and prevalence, unmet medical need, and present treatment guidelines (highlighting regional variations where appropriate).

**TREATMENT EVALUATIONS**
Treatment Evaluations review the clinical data on a drug for its approved indication. The purpose of the Treatment Evaluation is to promote best practice in the use of the drug and in providing a meaningful comparison of drugs approved for the indication helping physicians in treatment choices.

**CLINICAL TRIAL EVALUATIONS**
Clinical Trial Evaluations review the quality of design and implementation of a pivotal study. An independent KOL states what the impact of this study will be on the future of this drug or the therapy area as a whole.

**TECHNOLOGY EVALUATIONS**
Technology Evaluations review the theory and principles behind a particular technology, its mechanisms of action, potential applications and comparison with competing technologies.

**PATENT EVALUATIONS**
Patent Evaluations review the scientific and/or commercial rationale behind a particular patent. Authors give their opinion as to whether the compounds described are likely to become lead candidates for development, or if any of the techniques disclosed will be of potential therapeutic use.

**KEY PAPER EVALUATIONS**
Key Paper Evaluations review the scientific rationale behind a topical paper and give some perspective on the information disclosed, placing it in context with previous research and indicate the importance of this new work.

**Evaluation articles:**

- Development of semagacestat (LY450139), a functional Y-secretase inhibitor, for the treatment of Alzheimer’s disease
  David B Henley, Patrick C May, Robert A Dean, Eric R Siemers
  Expert Opinion on Pharmacotherapy
  Vol. 10, No. 10, July 2009
  Abstract views: 911

- Insights from the dabigatran versus warfarin in patients with atrial fibrillation (RE-LY) trial
  Chee W Khoo, Gregory YH Lip
  Expert Opinion on Pharmacotherapy
  Vol. 11, No. 4, March 2010
  Abstract views: 906

- Linagliptin, a xanthine-based dipeptidyl peptidase-4 inhibitor with an unusual profile for the treatment of type 2 diabetes
  Carolyn F Deacon, Jens J Holst
  Expert Opinion on Investigational Drugs
  Vol. 19, No. 1, January 2010
  Abstract views: 797

- Aflibercept (AVE0005): an alternative strategy for inhibiting tumour angiogenesis by vascular endothelial growth factors
  Quincy Siu-Chung Chu
  Expert Opinion on Biological Therapy
  Vol. 9, No. 2, February 2009
  Abstract views: 349

All statistics as of 9th November 2011.
# The Expert Opinion series

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<th>DRUG DISCOVERY</th>
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<td><strong>Coverage</strong></td>
<td>Technological advances and developments in pharmaceutical patents, with a strong medicinal chemistry focus</td>
<td>Novel techniques for the identification and validation of potential lead compounds and targets</td>
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<td><strong>Phase</strong></td>
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<td>2.116</td>
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<td><strong>What our readers say</strong></td>
<td>&quot;...fulfils the role of putting the information contained in patents into a context scientists can understand.&quot; - Reader, formerly GlaxoSmithKline</td>
<td>&quot;...is an important new journal providing high quality reviews of key technological, strategic and therapeutic developments in the complex and rapidly evolving drug discovery arena.&quot; - Reader, Cancer Research UK</td>
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<td>&quot;...is unique - no-one else does what it does.&quot; - Reader, Argenta</td>
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<td>&quot;...is unique - no-one else does what it does.&quot; - Reader, Argenta</td>
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**Drug delivery technologies and new drug formulations**

*Phase II*

Discovery to Phase II, with post-launch reviews

Yes

3.505

“...has provided expert commentary that distills, explains, and prioritizes the issues, frequently identifying technologies that may seem to be outside the box.”

- Reader, Duke University Medical Center

“...is one of very few places where you can find high quality in-depth reviews of inhalation technology and other issues connected with inhaled drug delivery.”

- Editorial Advisory Board member

Focus on drugs coming up through the pipeline, analysis on what the next drugs to come on to the market are likely to be and their impact on disease management

*Phase II - Phase III*

Yes

3.119

“...has published excellent reviews in the field establishing itself as an important reference for those in academia and industry.”

- Reader, Cedars-Sinai

Newly approved/near to launch drugs and drug classes

*Phase III - Post-launch*

Yes

3.207

“...provides insightful articles that are very useful for clinicians. They are well written, comprehensive and are an excellent resource for assessing future therapies.”

- Reader, Cedars-Sinai

Post-marketing/pharmacovigilance studies and safety/adverse event profiles of marketed drugs

*Phase IV - Post-launch*

Yes

3.015

“I am impressed by the quality of the journal. The papers published are scientifically excellent, up-to-date and they timely address the most relevant topics of current pharmacological research.”

- Reader, University of Pisa

“Each issue contains high quality topical reviews, commentary on safety and regulatory issues and is the best place to find the opinions of experts in the field.”

- Reader, Southampton General Hospital
Our ethics

Our content influences patient care decisions. With this comes enormous responsibility to safeguard the medical community from fraudulent or misleading data. We not only follow industry standards of publication ethics, we have taken a leading role in pushing them further.

In 2003, our sister journal *Current Medical Research & Opinion (CMRO)* published the first Good Publication Practice guidelines. The aim of the guidelines was to ensure that clinical trials sponsored by pharmaceutical companies were published in a responsible and ethical manner. The guidelines quickly established a common standard for all industry-sponsored research and continue to do so today.

We continue to take an active role in organizations that endorse publication ethics. In January 2010, we joined COPE – more details follow. Supported by our vast network of industry experts, we remain vigilant against publication abuses in every title that we publish.

**COMMITTEE ON PUBLICATION ETHICS (COPE)**

The Committee on Publication Ethics (COPE) is a charity registered in the UK. With over 7,000 members, it is concerned with the integrity of peer-reviewed publications in science, particularly biomedicine. COPE provides a forum for publishers and editors of scientific journals to discuss issues relating to the integrity of the work submitted to or published in their journals.

**UNIFORM REQUIREMENTS FOR MANUSCRIPTS SUBMITTED TO BIOMEDICAL JOURNALS**

Created by the International Committee of Medical Journal Editors (ICMJE), the Uniform Requirements address the ethical principles related to the process of evaluating, improving, and publishing manuscripts in biomedical journals, and the relationships among editors and authors, peer reviewers, and the media. A copy of the most recent Uniform Requirements can be found at www.icjme.org.

### QUICK FACTS

- *All Expert Opinion* titles are members of the Committee on Publication Ethics (COPE)
- *All Expert Opinion* titles are independently peer-reviewed and require full author disclosures
- *Expert Opinion* adheres to the principles of Uniform Requirements for Manuscripts Submitted to Biomedical Journals, prepared by the ICMJE and the NLM guidelines for published articles and supplements
- *Expert Opinion* is published by Informa Healthcare, the publisher of the original Good Publication Practice (GPP) guidelines

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